

Fig. 1

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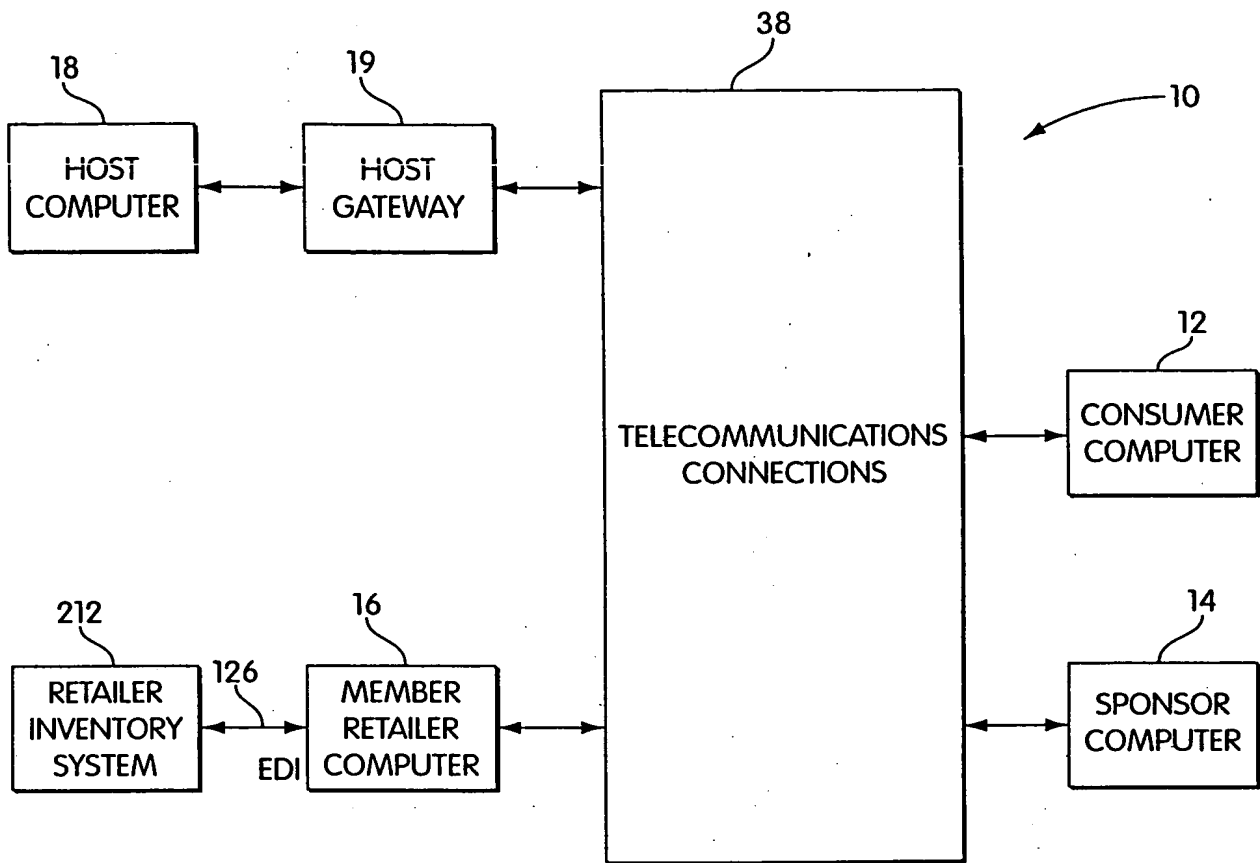


Fig. 2

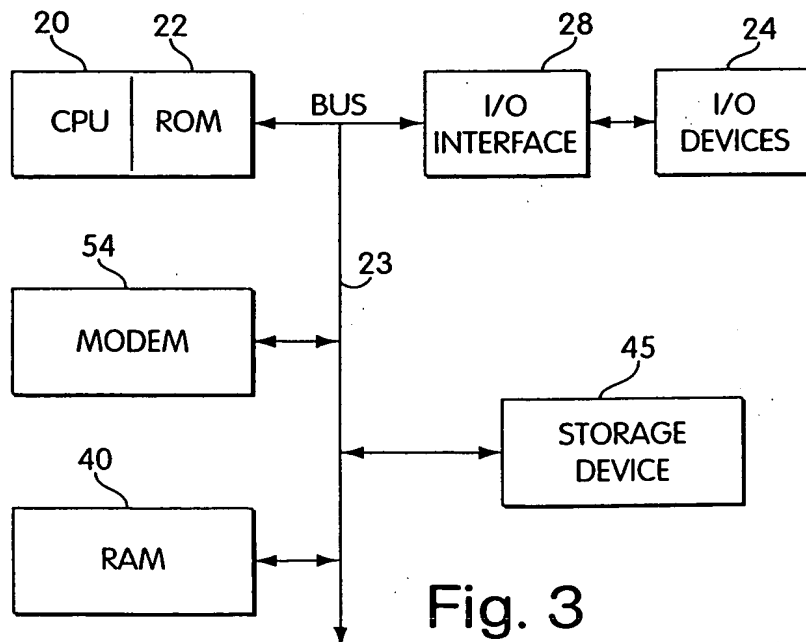


Fig. 3

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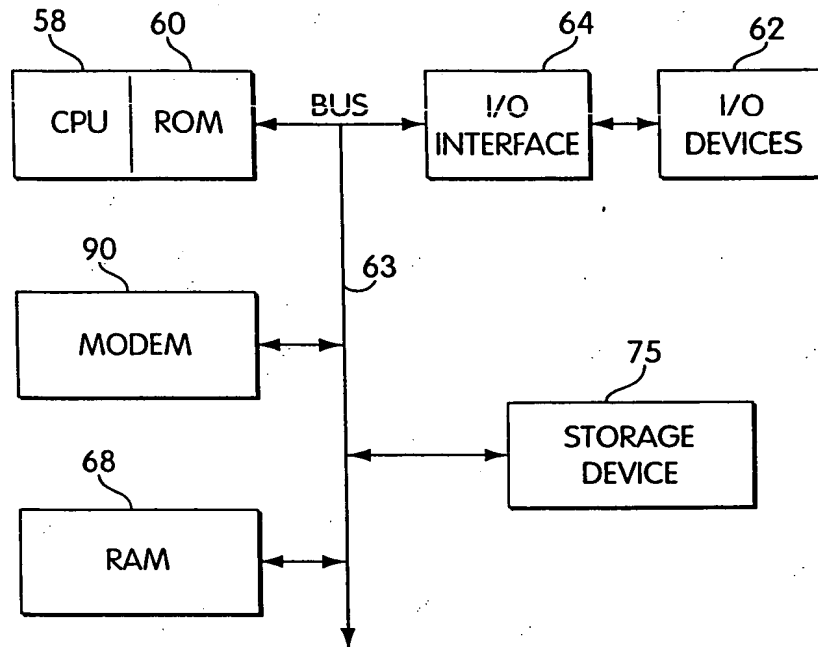


Fig. 4

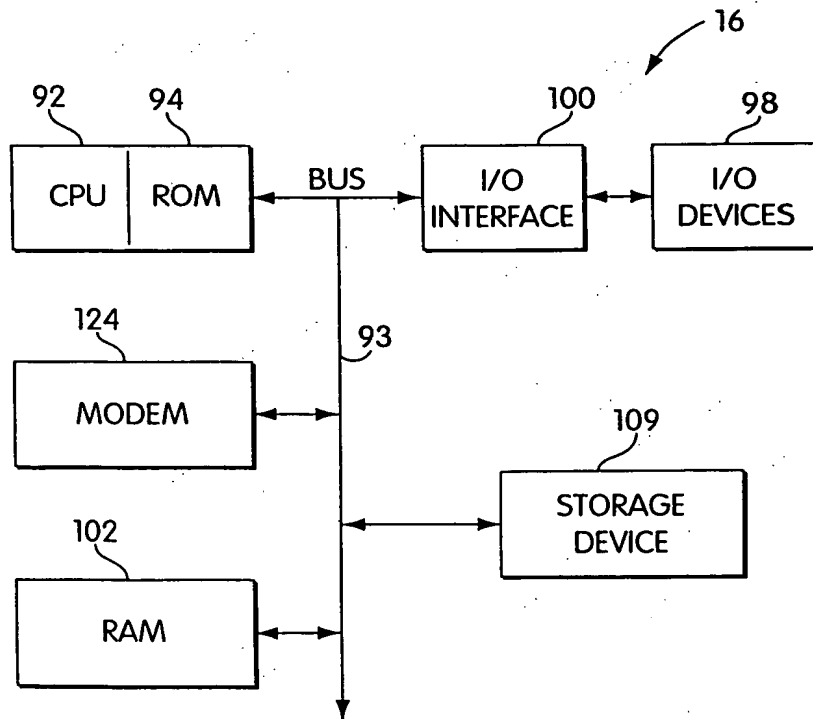
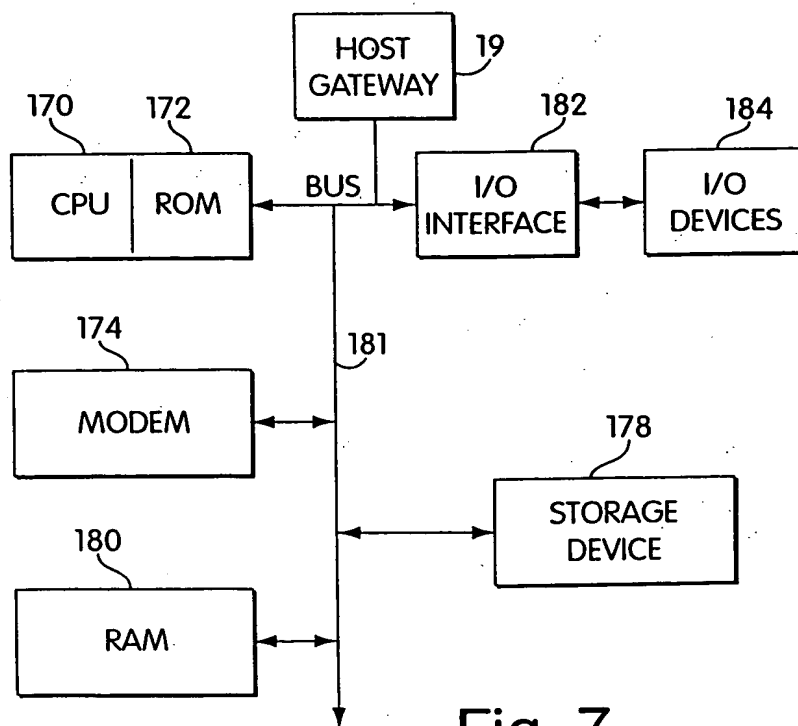
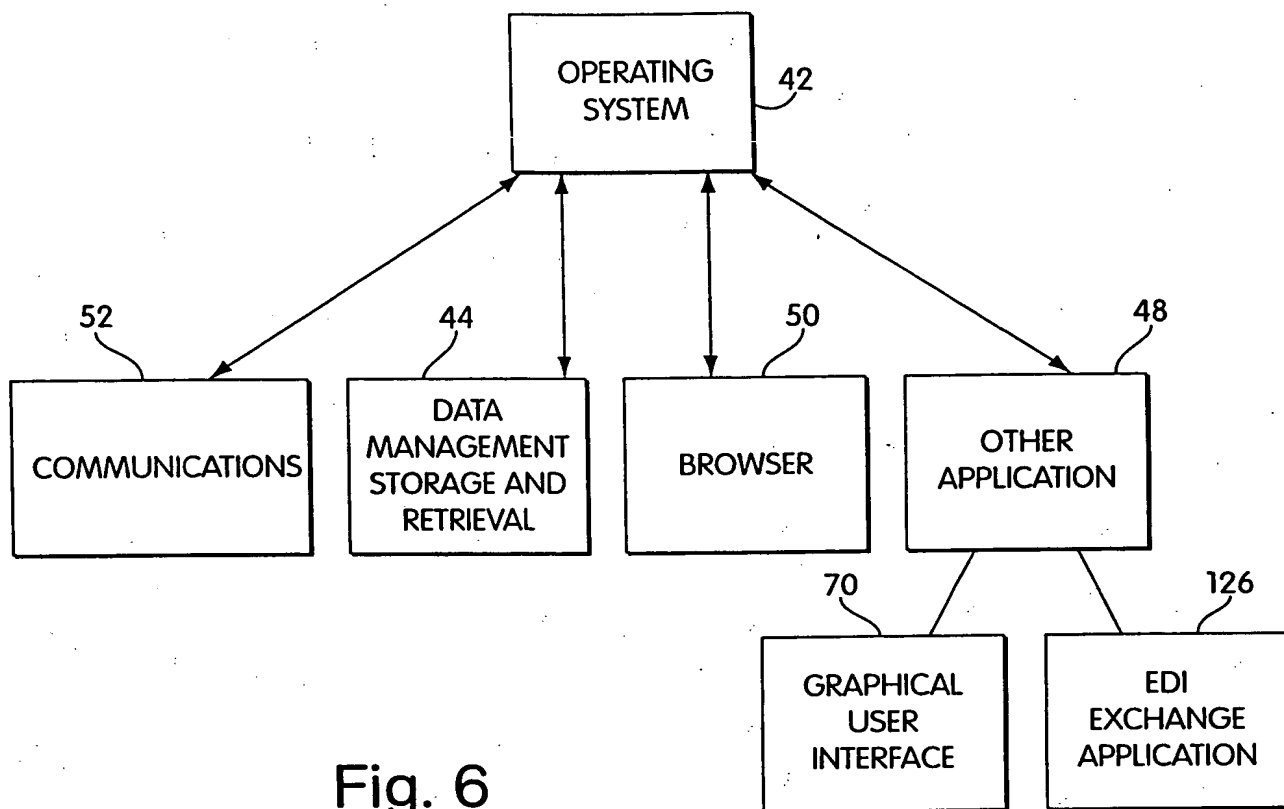


Fig. 5

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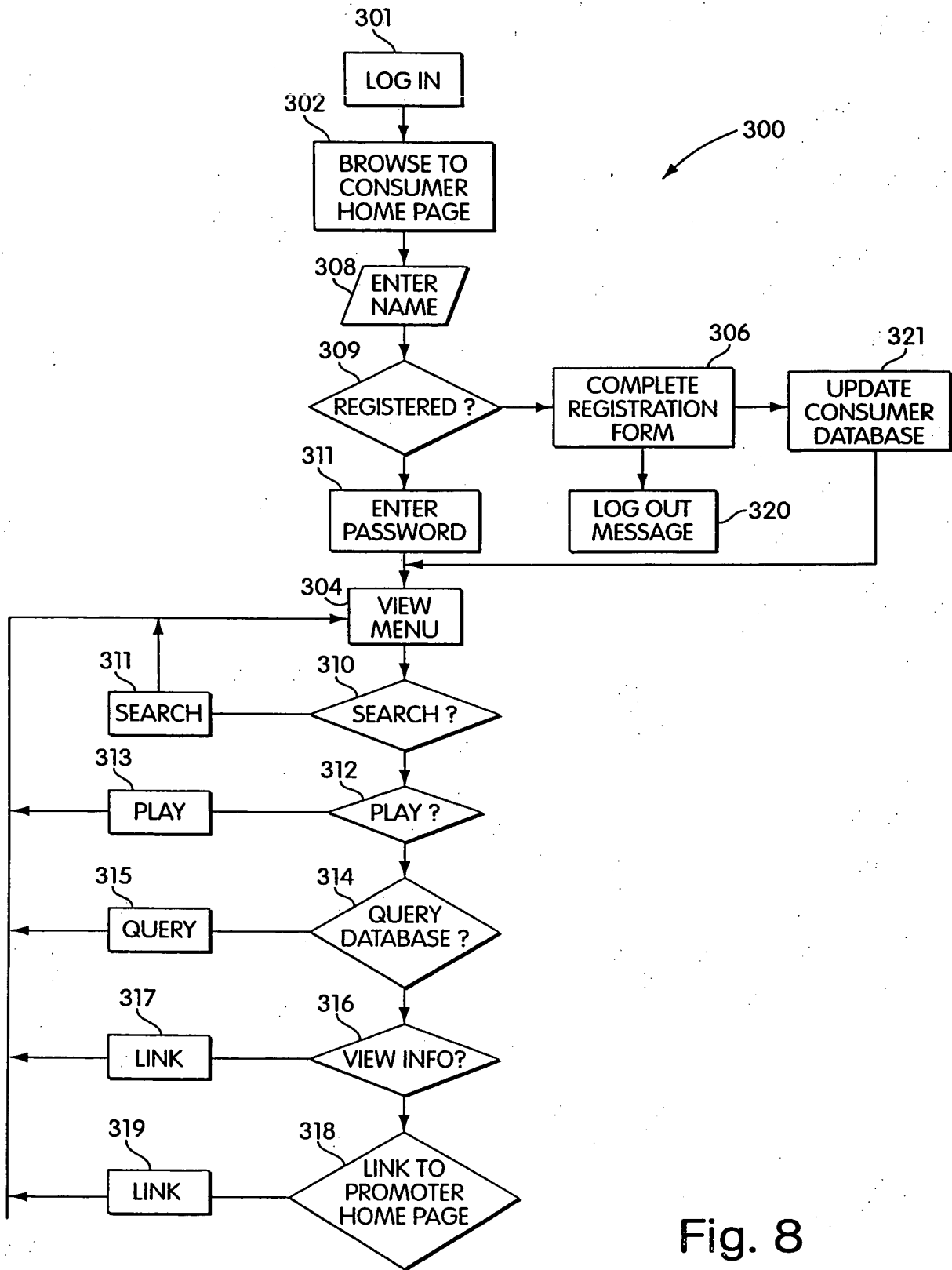


Fig. 8

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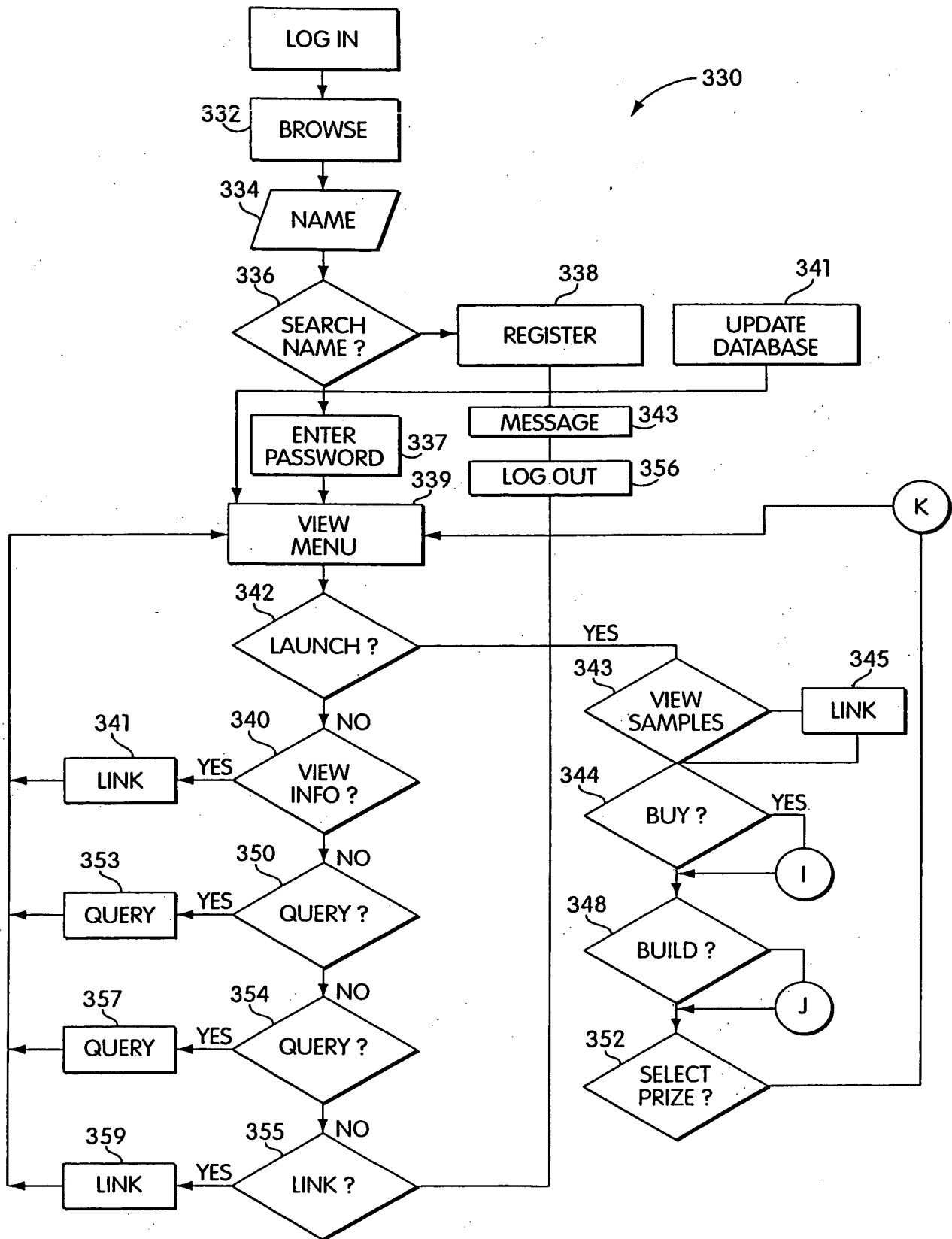


Fig. 9

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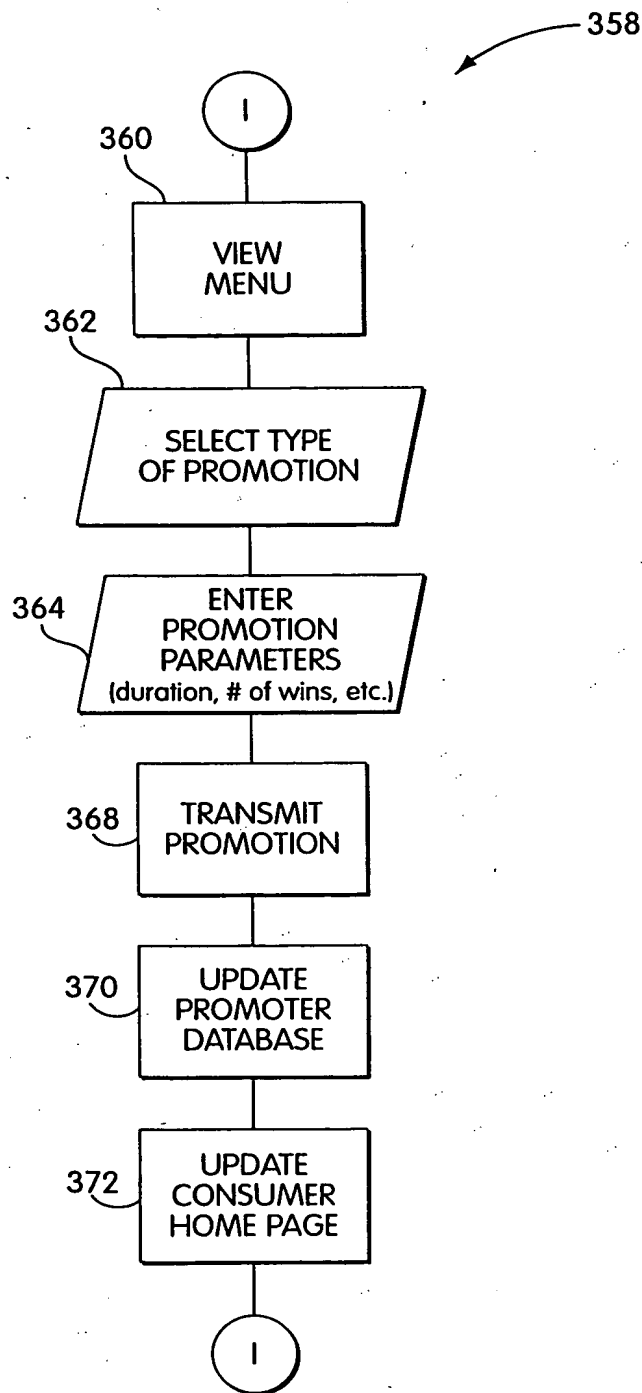


Fig. 10

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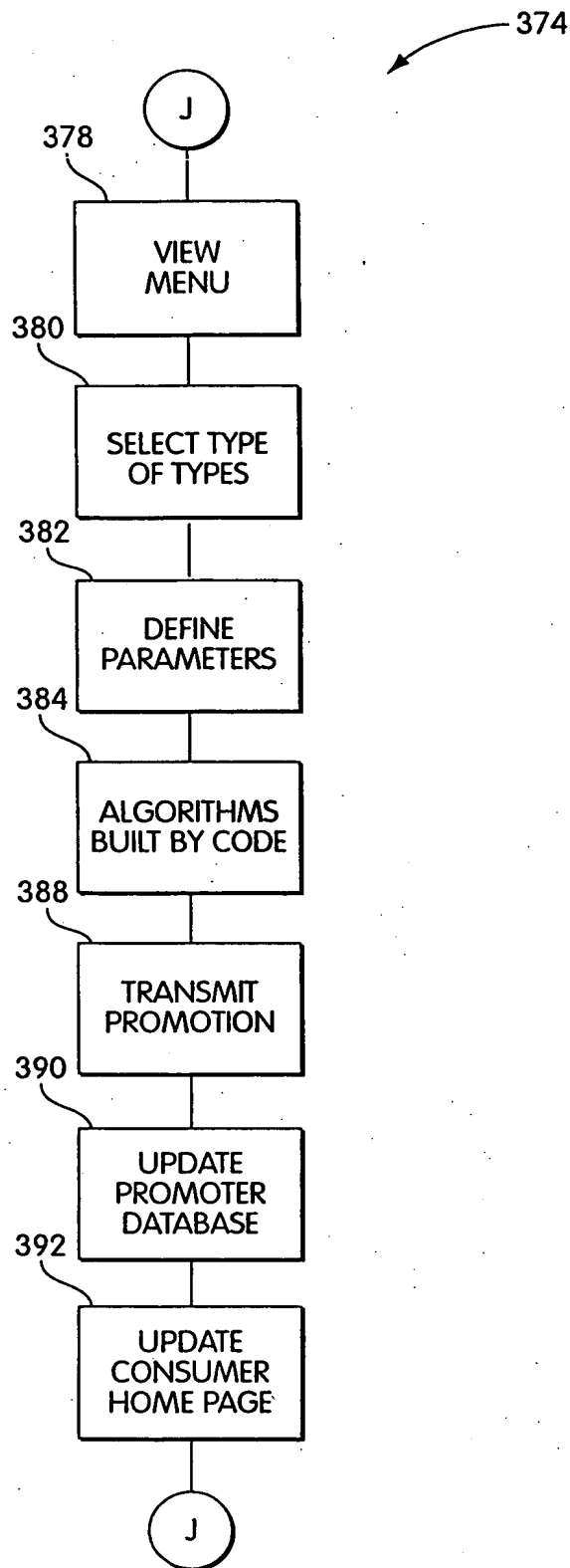


Fig. 11

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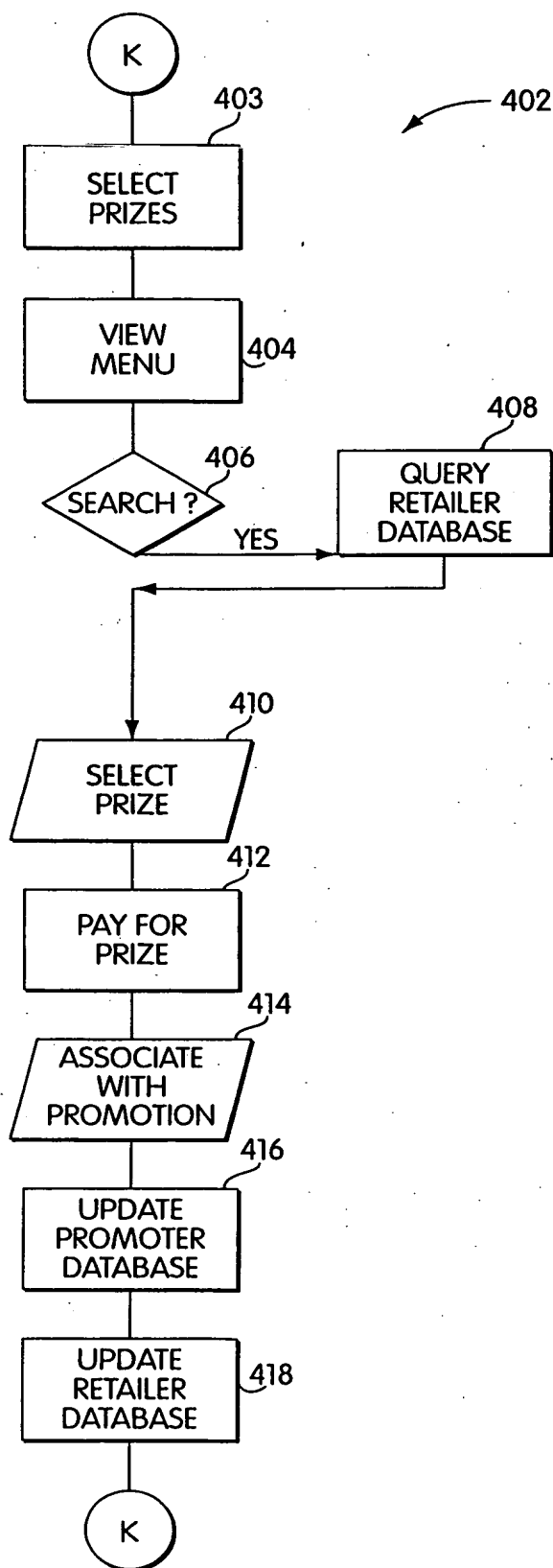


Fig. 12

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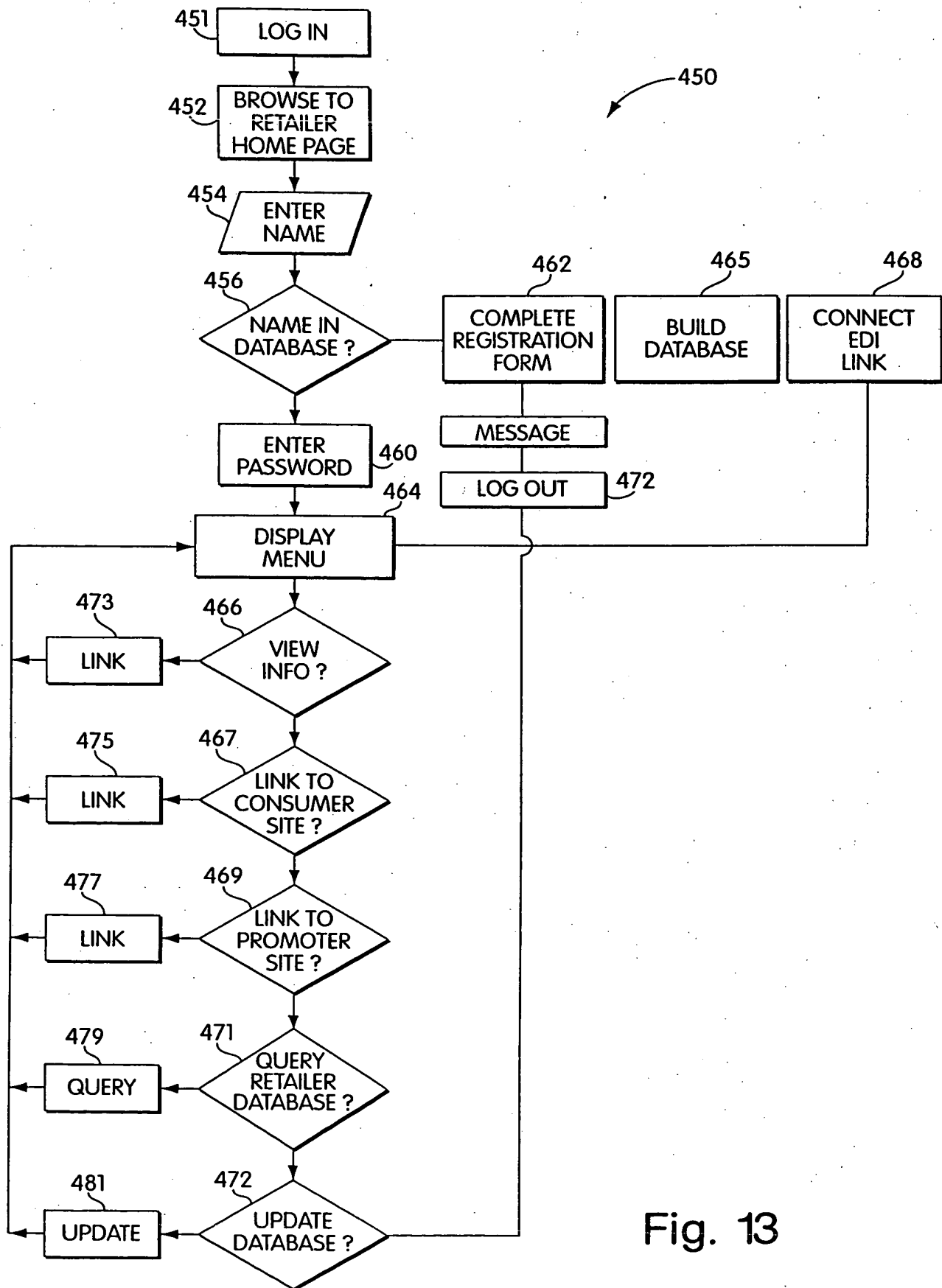


Fig. 13

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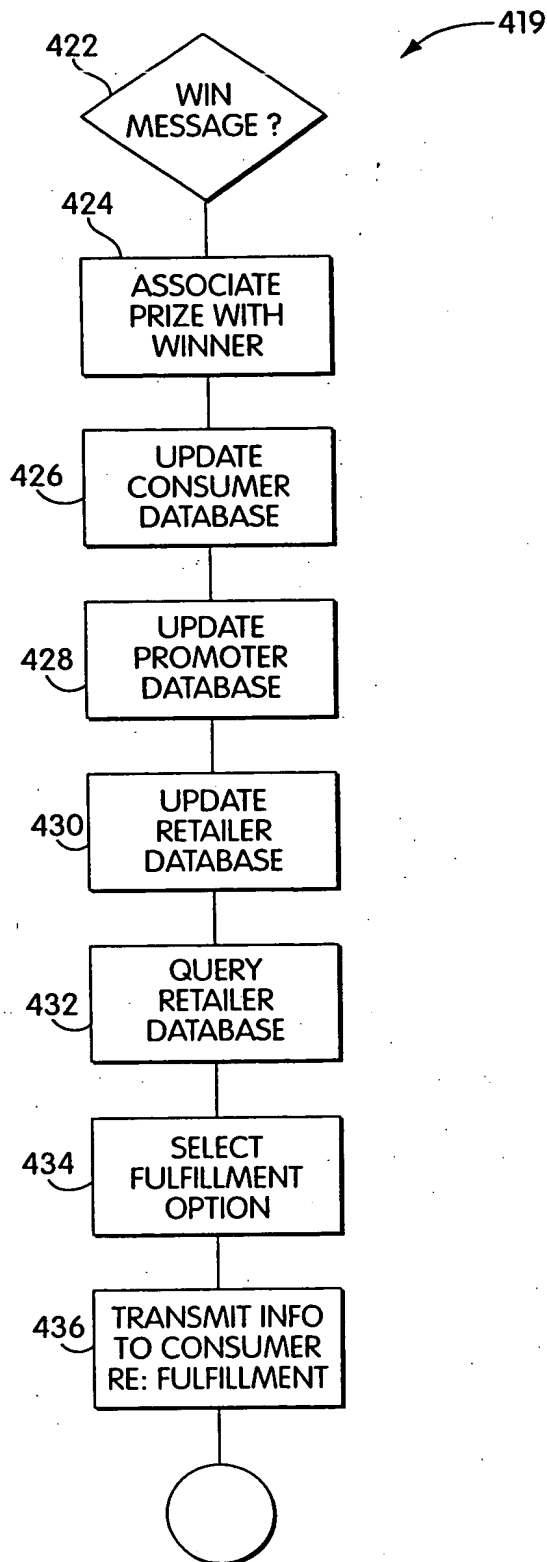


Fig. 14

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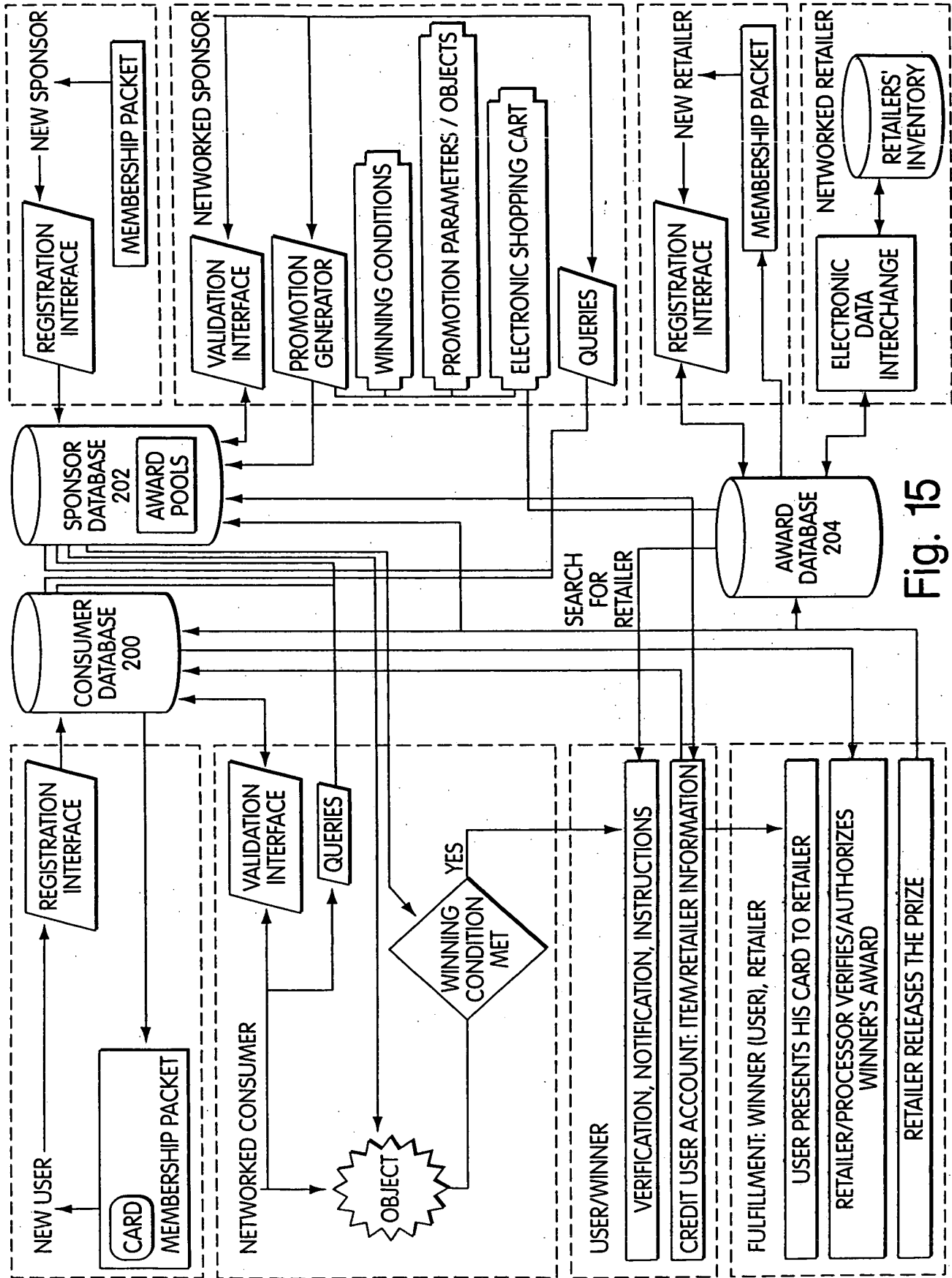


Fig. 15

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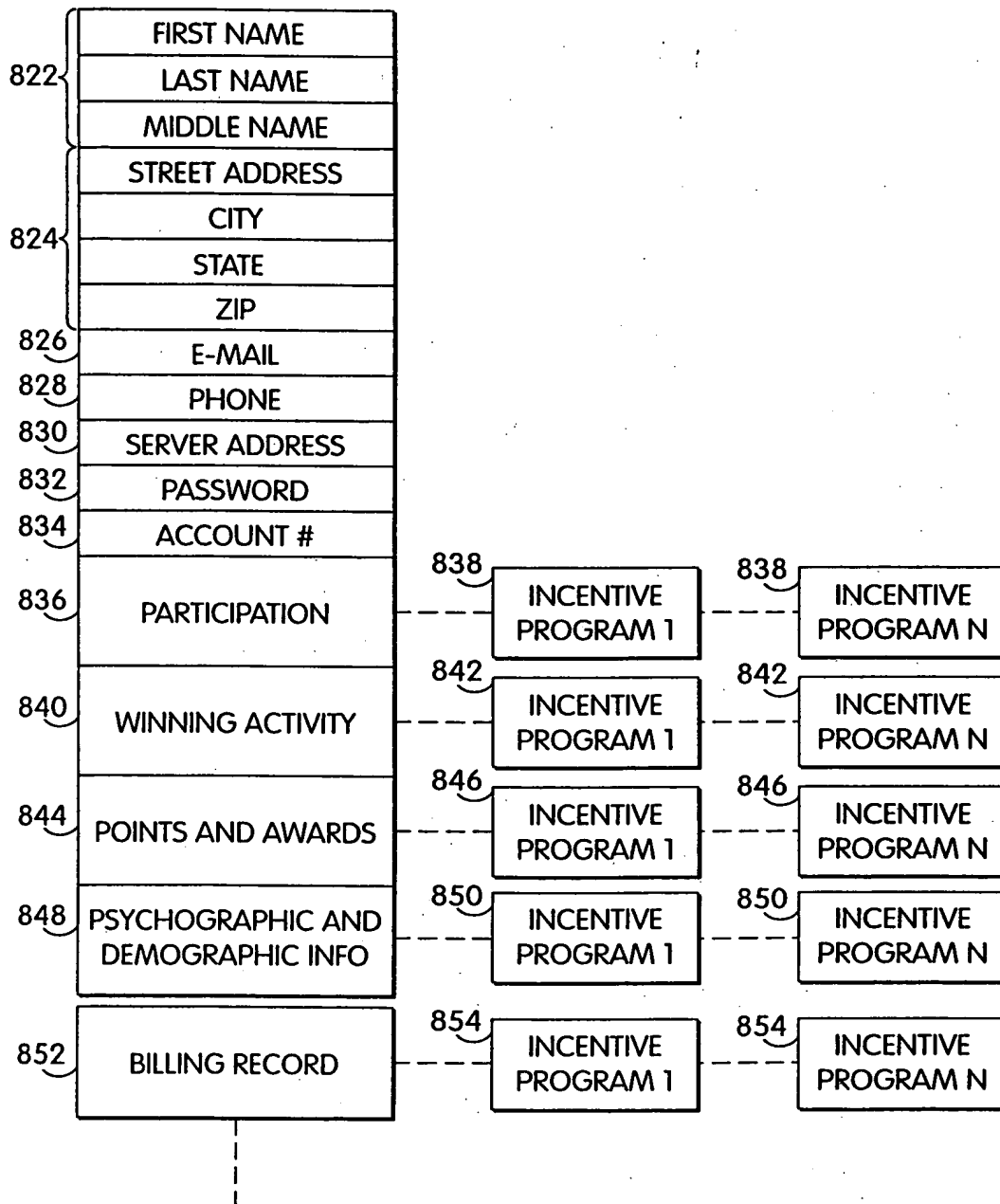


Fig. 16

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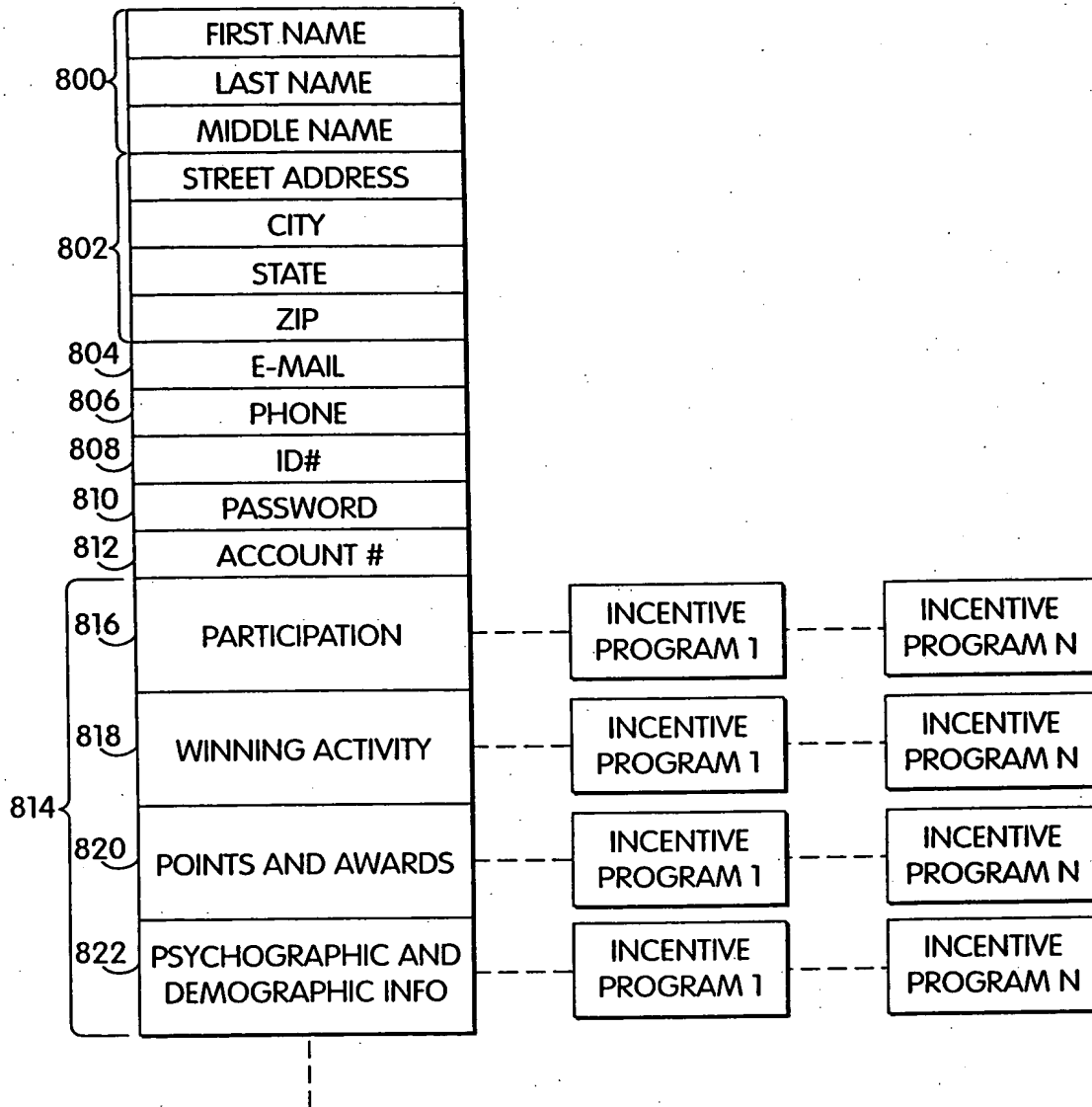


Fig. 17

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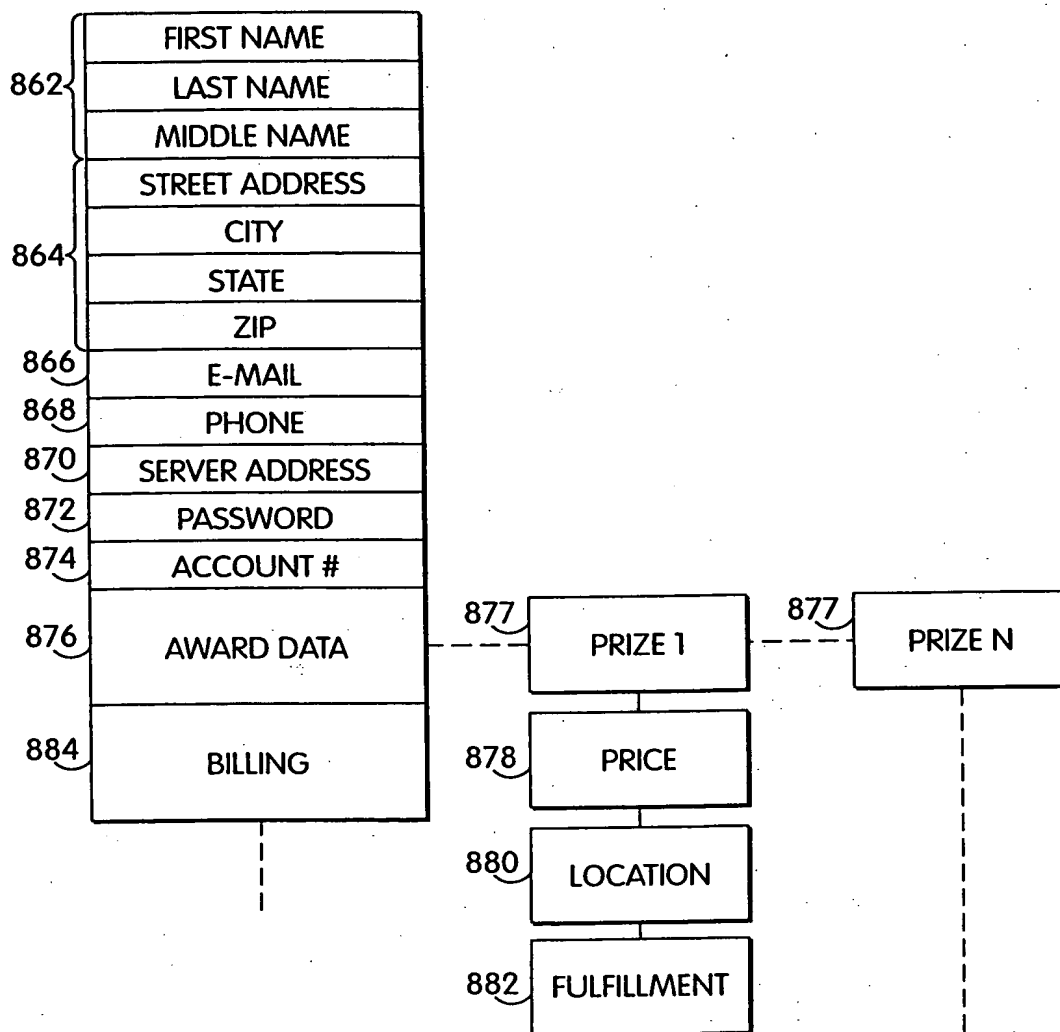


Fig. 18

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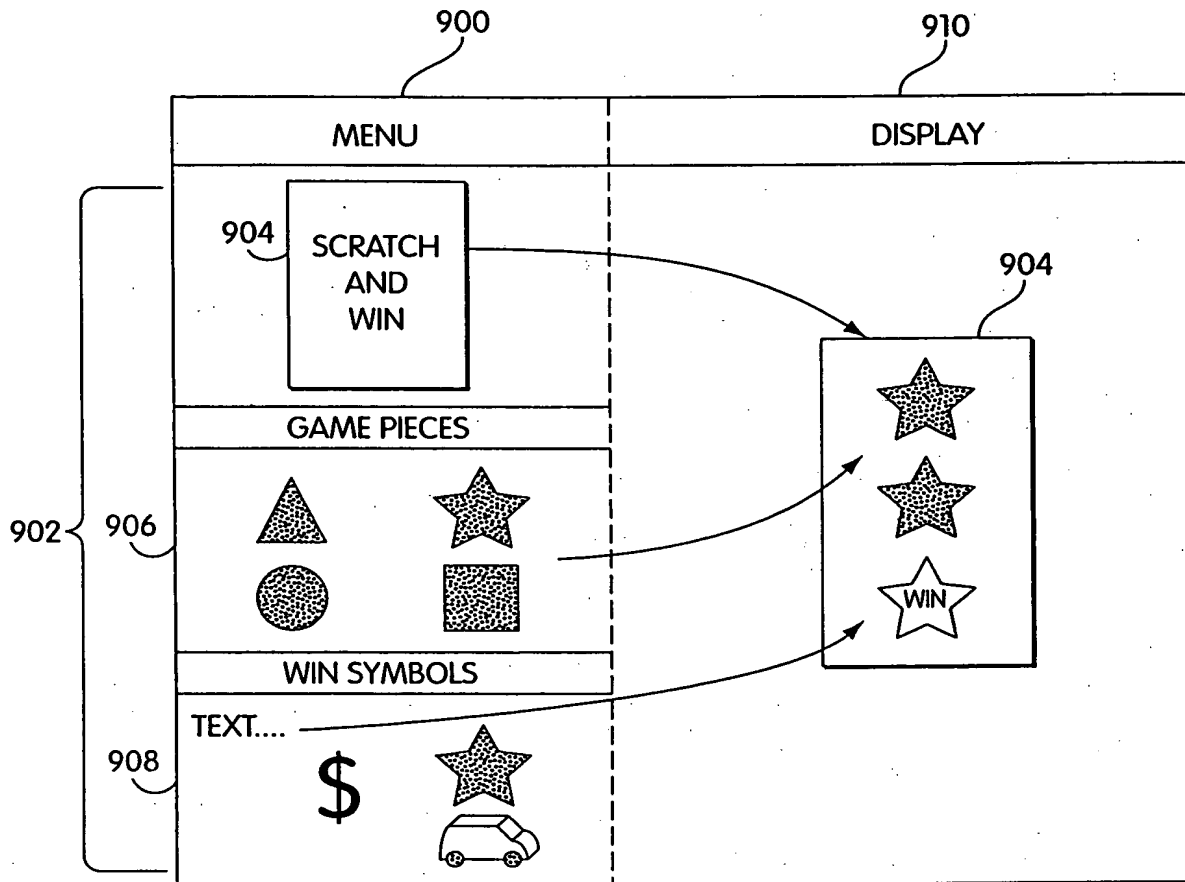


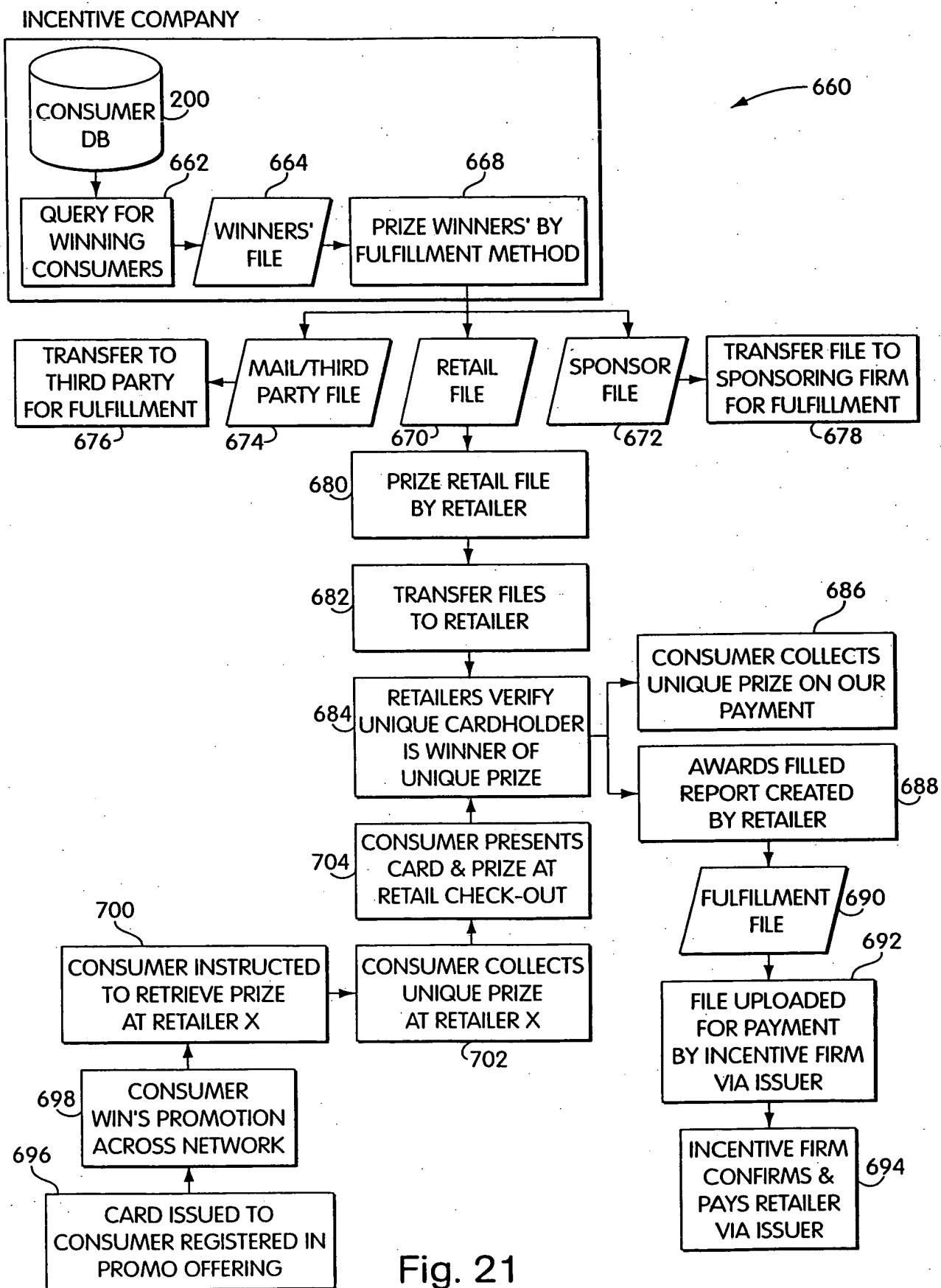
Fig. 19

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GENERAL TYPE	TARGET OF INCENTIVE EFFORT	COMMON DESCRIPTIVE LANGUAGE	DESCRIPTIVE TYPE	SHORT-TERM	LONG-TERM	IMPLEMENTATION VISUAL MECHANISMS (USED TO DISPLAY RESULT)	PRIZE TYPES
WITHIN FIRM	EMPLOYEES	*INCENTIVE PROGRAMS *EMPLOYEE MORALE PROGRAMS	*ONLINE TESTING *ATTENDANCE MONITORING *GAMES OF SKILL (TRIVIA) *GAMES OF CHANCE (PRESS TO WIN)	INSTANT-WIN	*SWEEPSTAKES *PERFORMANCE REWARDS *EMPLOYEE LOYALTY	BUTTONS BANNERS SCRATCH & WIN PUZZLES PIN-BALL OTHER TEXTS GRAPHICS	MERCHANDISE SERVICES DISCOUNTS COUPONS POINTS
	SUPPLIERS (EX. VIA EXTRANETS, OR PRIVATE INTERNETS)						
OUTSIDE FIRM	CUSTOMERS	PROMOTIONS SWEEPSTAKES GIVEAWAY EFFORTS COUPONS	*GAMES OF SKILL (TRIVIA, "SURVEY MATCH"), PUZZLES, SCRATCH & WIN) *GAMES OF CHANCE (PRESS TO WIN) *CUSTOMER SERVICE (SURVEY, QUESTIONNAIRE COMPLETION)	INSTANT WIN	*SWEEPSTAKES *CUSTOMER LOYALTY	BUTTONS BANNER SCRATCH & WIN PUZZLES PIN-BALL	MERCHANDISE SERVICES DISCOUNTS COUPONS POINTS
					*CUSTOMER LOYALTY	SCRATCH & WIN PUZZLES PIN-BALL	POINTS

Fig. 20

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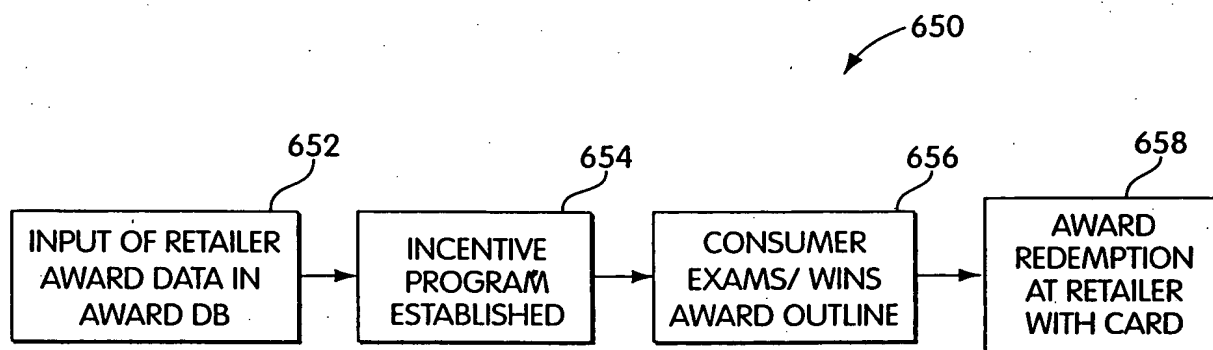


Fig. 22

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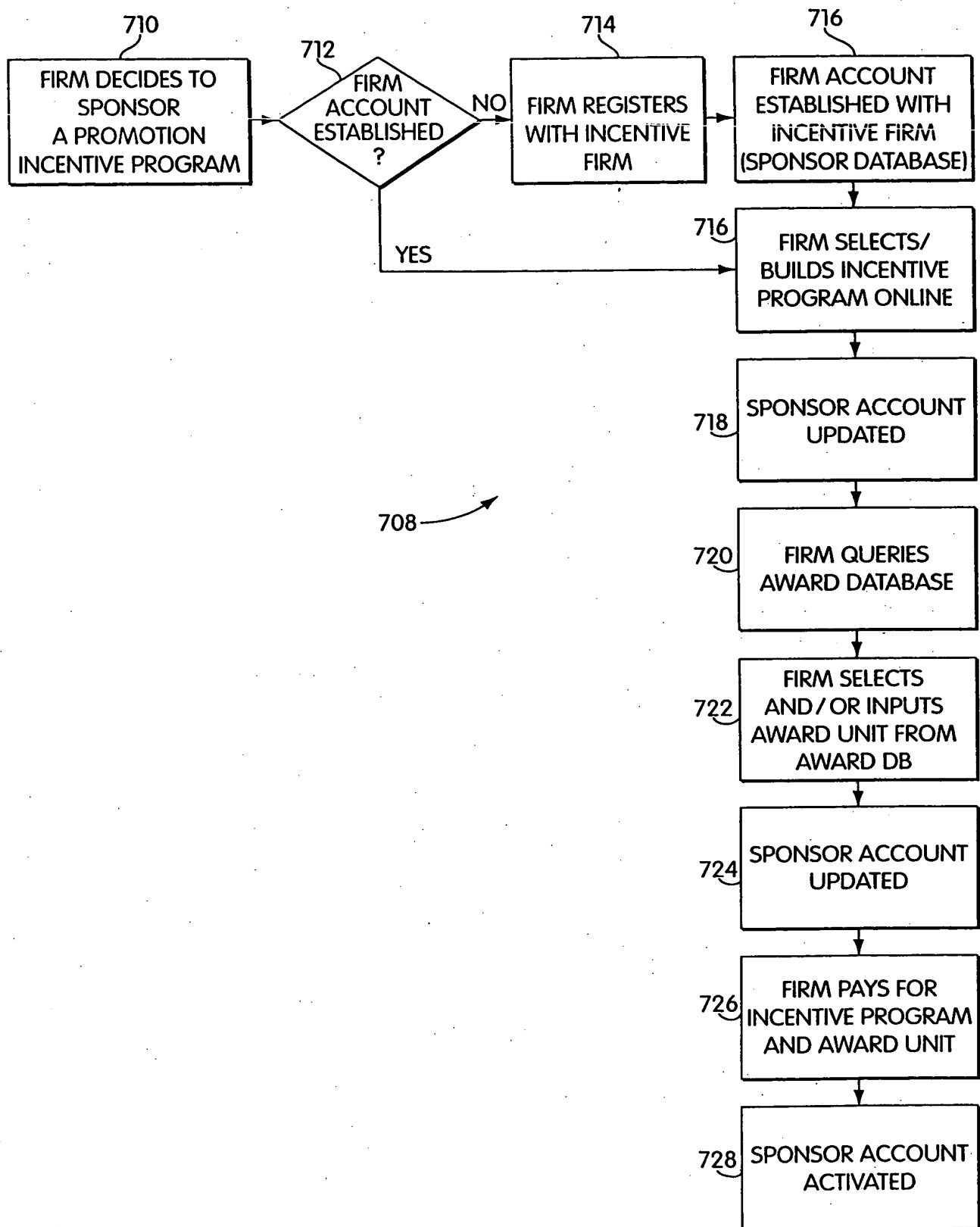


Fig. 23

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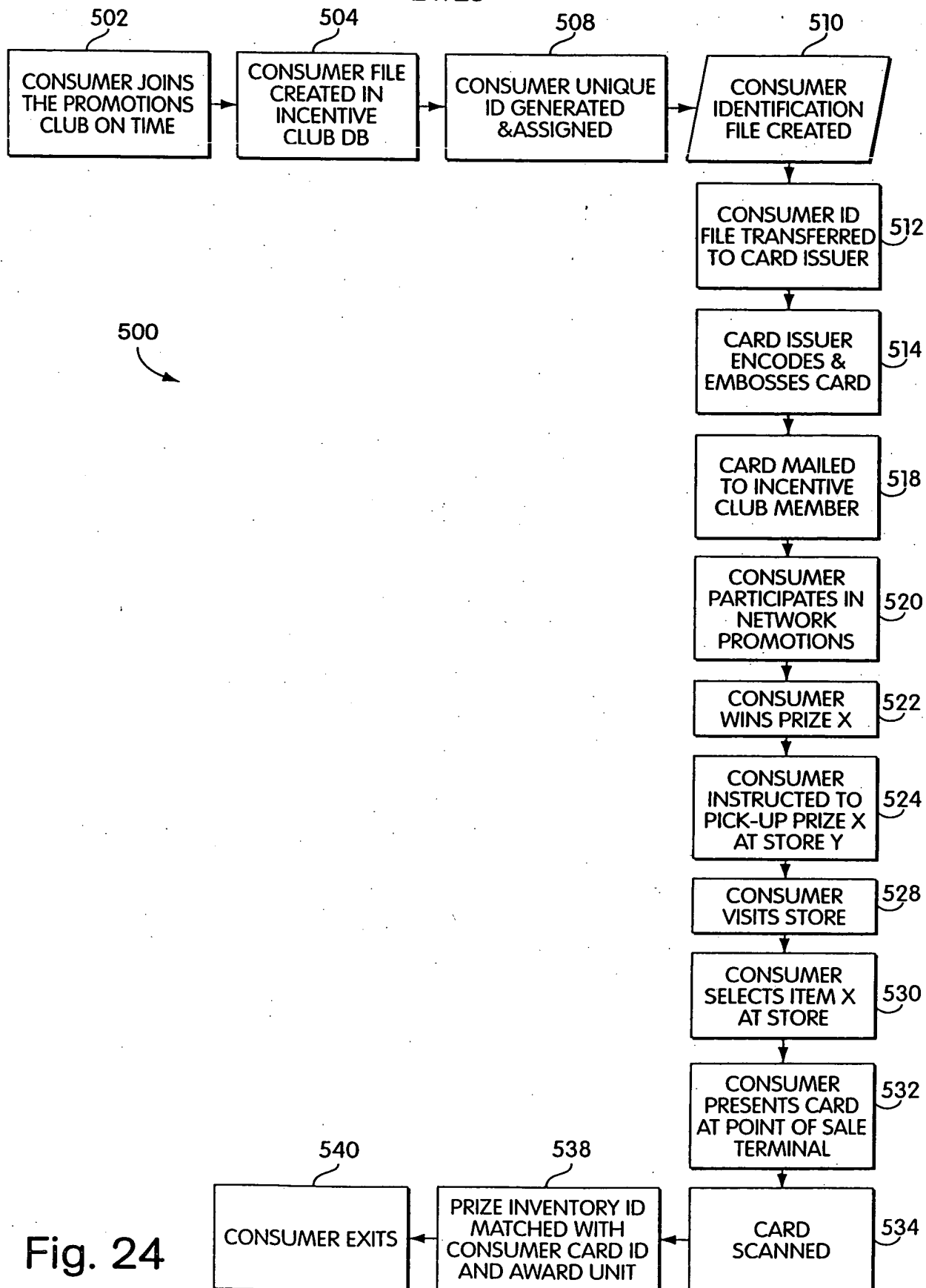


Fig. 24

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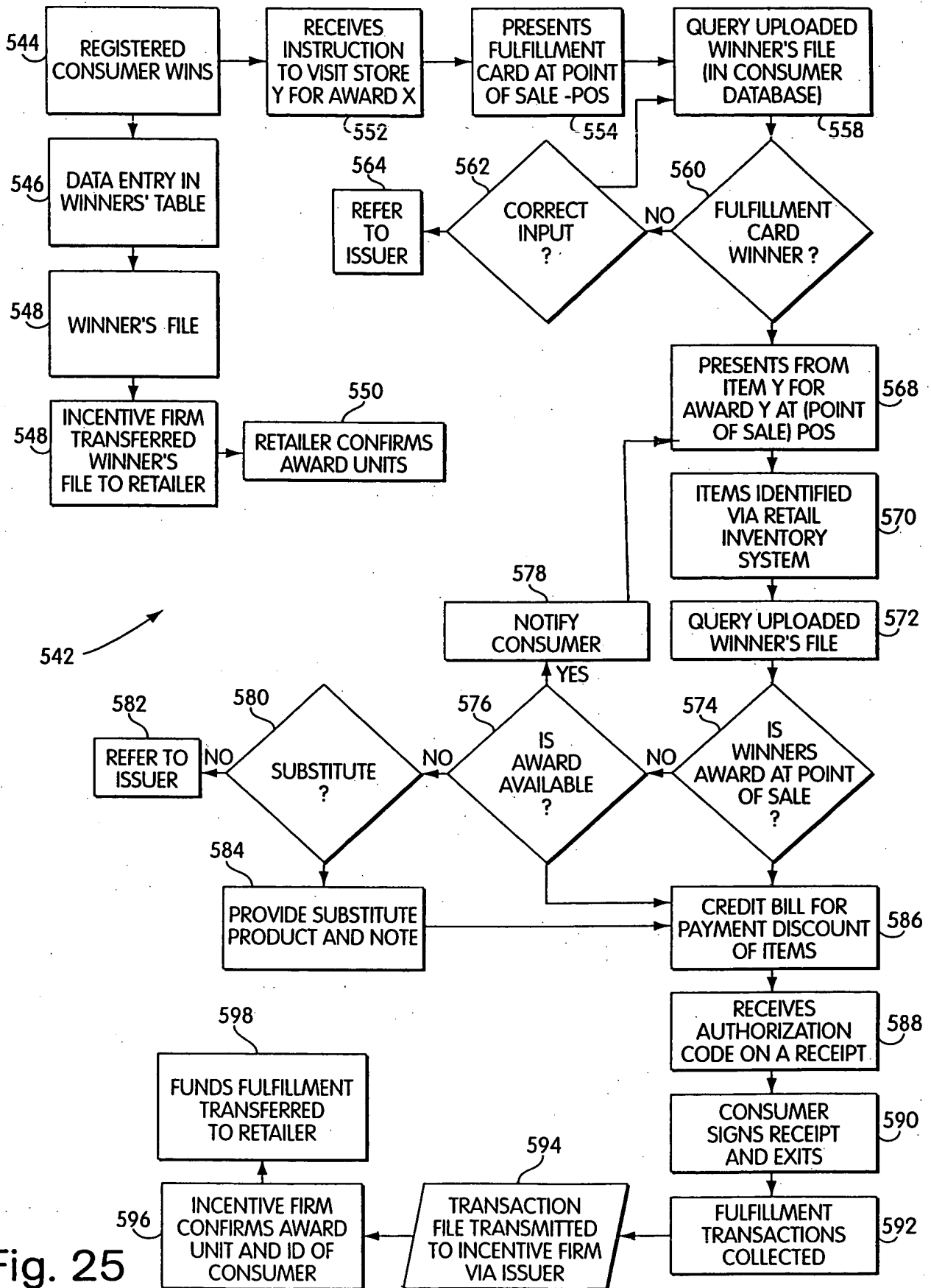


Fig. 25

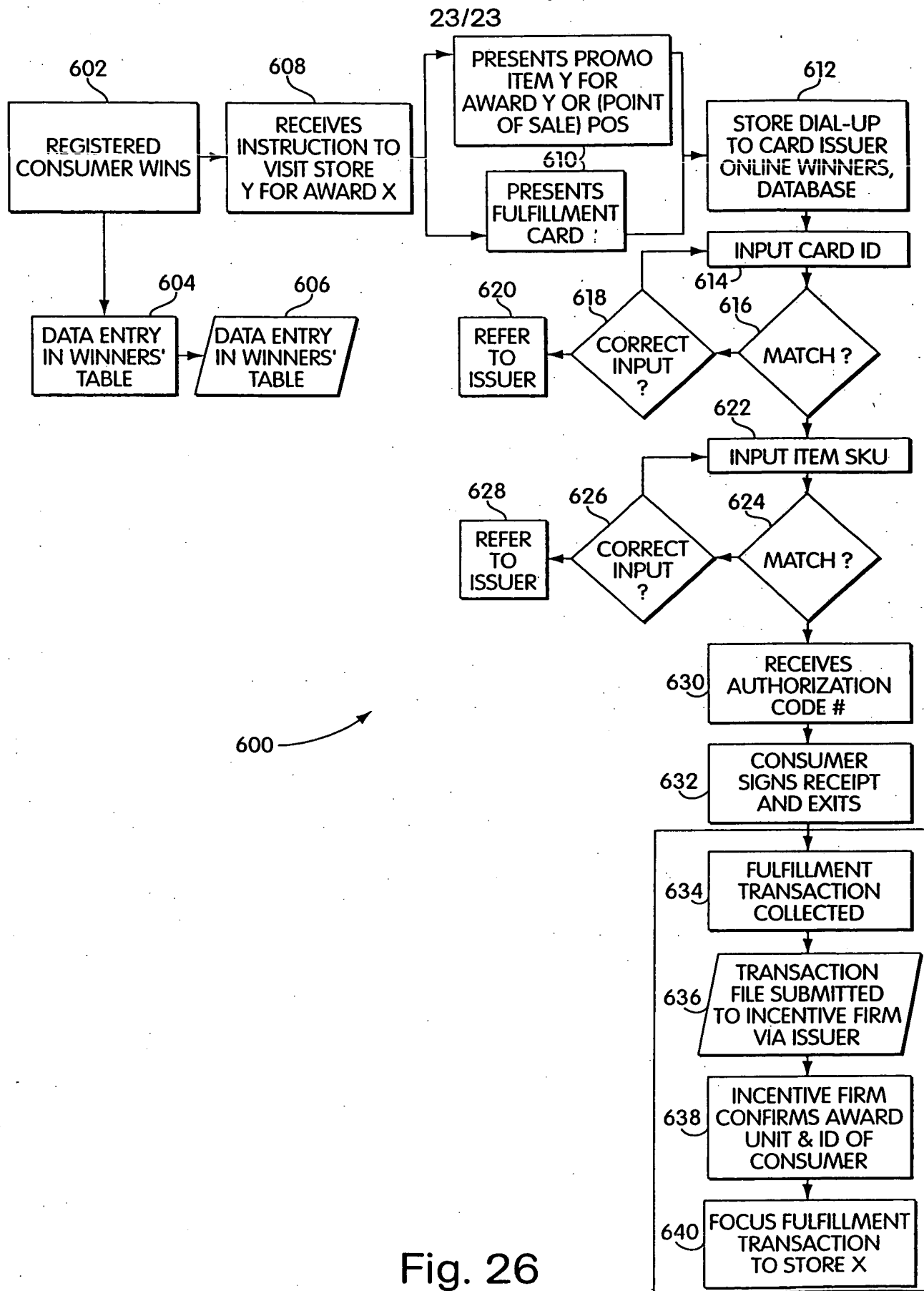


Fig. 26